

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE, INC.

AD#360-B1 103044836 "SEARCH PARTY" PAGE 4/C (7" x 10") NATIONAL MAGAZINES, 1997



YOUR BASIC SEARCH PARTY



KEEP IT BASIC

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

© Philip Morris Inc. 1996
16 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

